

The  
Service Way  
to  
More Sales

SHEAFFER'S

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GOOD WILL is the disposition of the pleased customer to return to the place where he has been well treated.

—U. S. Supreme Court



# *The Service Way*

**to**

## *More Sales*

### **Your Handbook for Simple Pen Repairs**

This question is often asked us: "How can I make more money in my fountain pen department?" It's a question close to the heart of every progressive, alert retailer.

There's an answer to this question based on a tested sales plan developed with our dealers during the quarter century and more that we have been doing business. Whether you are operating this plan now (detailed instructions are in the latter part of this booklet) or just contemplating it, you'll find these suggestions and merchandising ideas mighty profitable reading.

A number of years ago we analyzed why it was certain firms were so successful as fountain pen merchandisers, and others were not. Our survey showed that the most successful fountain pen departments were all built very much along the same lines. These dealers realized that people who buy mechanical things, like fountain pens, have a right to expect service on them. By giving their customers this service they increased their profits.

Look at it from your own angle—think of all the every day items on which you would never get full value if you couldn't receive service. To mention a few, there's the radio, refrigerator, typewriter, electric razor, and certainly your automobile. It's this fundamental merchandising principle of "service for sales" that can be put to work in your store.

We found another fact in this survey—a great number of new pens sold, are sold to people already owning pens. This means that one of the best times for you to increase your sales is when old pens are brought to your store for repair.

To make certain that every store handling the SHEAFFER line would meet with top success right from the start, we worked out a plan to give them the same system used by

successfully established dealers. We just didn't want to sell our dealers a "bill of goods." The "SERVISETTE PLAN" is the result of our efforts. It will help you not only increase your sales, but to raise your unit of sale. That's where the real money is made.

## HOW WE BRING CUSTOMERS TO YOUR STORE

A sales idea is only as strong as the merchandising and advertising program behind it. Here's what we do to help Sheaffer dealers successfully use the SERVISETTE PLAN:

In the FIRST place, SHEAFFER spends hundreds of thousands yearly for advertising, continuously using such outstanding publications as The Saturday Evening Post, Collier's, Liberty, Life, Red Book, and National Geographic. These magazines reach, conservatively, more than 130,000,000 readers every year. Sheaffer uses 44 in all—all in four-colors in special positions. Sheaffer also uses four-color advertising in 75 of the largest Sunday newspapers—blanketing every county in the U. S. Sheaffer backs up this advertising with hard-hitting radio coverage.

This will give you a picture of the tremendous advertising campaign—the tremendous selling force, which SHEAFFER uses to promote sales for Sheaffer dealers.

SECONDLY, each year we feature "NATIONAL PEN INSPECTION WEEK." Ads feature "FOUNTAIN PENS, LIKE FINE WATCHES, SHOULD BE INSPECTED ANNUALLY." We invite the buying public to your store for a free check-up on pens, giving you the opportunity of creating good-will through rendering service, and selling new merchandise.

Dealers of every size in all parts of the country have been astounded when they first become acquainted with the phenomenal results of a NATIONAL PEN INSPECTION WEEK tie-up in their store. "Seven-hundred callers"; "four-hundred people on a snowy day"; "sold more pens than in the previous two months"; "let's have two or three of these promotions a year"; "not only sold pens but greatly stimulated sales in other departments"; "cleaned out—duplicate our pen stock"—these are some of the comments on NATIONAL PEN INSPEC-

TION WEEK made by hundreds of dealers tying up with it yearly.

## 500% SALES INCREASE

Do you know there are more people in your community owning fountain pens, which may require some sort of service during the year, than there are people who have watches? You can interest 30% to 40% of these present pen owners by a simple appeal. Each customer attracted by this appeal becomes a "two-call customer." This simple appeal is offering pen service with the SERVISETTE. A great many dealers who have adopted the SERVISETTE PLAN have averaged sales increases of over 100%, and some of these who use "THE MERIT SYSTEM" in conjunction with it have increases of 300% to 500%.

Fountain pens are mechanical. They must be sold like other mechanical things, such as electric refrigerators, watches, radios, razors, and washing machines. In such selling, service is the keynote of success. No retailer would attempt to build a business on any mechanical device without establishing a SERVICE DEPARTMENT. No SHEAFFER dealer can get the maximum results out of his Pen Department without being prepared to render service on all pens sold.

That's the story of the "why" of the SERVISETTE PLAN. In the following pages, we are going to outline the general repair suggestions and "tips" which will help you more easily and profitably handle simple repair service and increase your sales.

## HOW TO GET THE MOST OUT OF YOUR SERVISETTE

In the daily routine of the Pen Department there are numerous times when a customer brings a pen to you with a complaint about performance. In some cases the condition of the pen is so bad it must be sent to the manufacturer for replacement of parts and general reconditioning. In a great many cases, however, the customer's complaint is due to a minor difficulty which can be immediately handled by a slight adjustment.

Impress on your customer that you're equipped at all times to handle repair adjustments. Your customer should come to you first and not send his pen direct to the factory. In that way you can determine whether the minor adjustment can be made by you or whether it is necessary to send the pen to the

factory. However, unless factory attention is really needed, don't send the repair in. No one likes to be without his pen any more than he wants to be without his watch. You should "service" your customer's simple pen adjustments whenever possible. If you do send a pen in then you can let your customer use one of your regular SERVICE PENS as will be explained later in this booklet.

The SERVISETTE Kit itself not only contains the tools for simple repair service but it is also the means whereby you can "dramatize" this repair service for your Pen Department. As Elmer Wheeler, author of "Tested Selling Sentences," so aptly puts it: "Sell the sizzle—not the steak!"

Keep your SERVISETTE on top of your pen counter or in back of it so that your customers can clearly see it. It will arouse their curiosity and will impress them with the fact that you are equipped to give them repair service. The very idea that you have tools available to "tune up pens" will be a big advertising feature for your department. However, the SERVISETTE Kit and plan will NOT make you an expert repairman handling any and all repairs. It doesn't contain the tools and it is not necessary to go into this detail to put over this Repair Service Plan for your Pen Department. Complicated repairs should be sent to the factory.

### HANDLING CUSTOMERS' COMPLAINTS

Keep this one thing in mind always—is the writing instrument really in need of repair or is the customer dissatisfied because he does not know how to use it? It is only human nature for everyone to feel that he or she knows how to use a fountain pen or pencil. However, you will be amazed at the number of people who do not even know the simple way to fill a pen, for instance.

Just because you know how to fill a pen or load a pencil, is no reason your customer will know. You will save yourself a lot of time and trouble by first checking this carefully. Then if there seems to be a real cause for complaint, get all the details. If you can't handle the adjustment yourself, send the repair to the manufacturer with complete instructions. This is important.

Hundreds of writing instruments we receive are really all right and evidence proves there is no cause for complaint except the

customer's lack of knowledge on proper use.

Remember, when first checking a customer's pen, empty it; flush it with clear, cold water; and then wipe off gold point and feed. Do this first to permit examination without accidentally squirting writing fluid on fingers or counter.

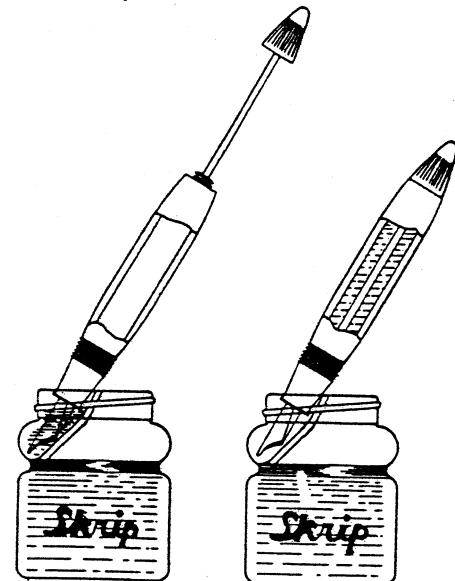
### How to Fill a Lever Pen

1. Press all air from sac by raising lever.
2. Submerge entire gold point in writing fluid so air will not enter sac.
3. Close lever. Let point remain under fluid from seven to ten seconds (long count) to give sac time to draw in fluid. Improper filling causes many pens to be criticized for not holding enough fluid. If you hear air going into pen when you remove it from fluid, immerse pen and fill again.
4. Hold pen with point down so excess fluid will run off. Then wipe point with an absorbent cloth or blotter. Do not replace cap until all fluid has been wiped from point and section.

See diagram on Page 18 for further details on removal of excess writing fluid.

### How to Fill a Vacuum Plunger Pen

1. Unscrew barrel cap and pull out plunger as far as possible.



A

B

2. Place entire gold point in writing fluid. See illustration A.

[ 8 ]

[ 9 ]

- Push plunger in slowly, using care that entire gold point remains under surface of fluid. Note that pen is filled on down stroke of plunger and not on up stroke. See illustration B.
- Wipe excess fluid from point as outlined in above instructions for filling lever-type pen.

### FURTHER RULES FOR CARE OF ANY FOUNTAIN PEN

- Use SKRIP, "Successor to Ink." It will keep pen in good working order. Caution your customer never to mix writing fluids. If pen has some other fluid in it, flush thoroughly with water before refilling with SKRIP.
- When first filling a pen, fill and empty several times. This thoroughly washes feed channels and allows them to function properly.
- Screw pen cap on tightly—give it an extra twist, holding the point up. This seals section against inner cap keeping point moist, ready for instant use—prevents fluid from seeping out. Customer should not lay pen down uncapped for any length of time as point may dry out and fail to write instantly when again used.
- Pen should be flushed occasionally in clear, cold water. This prevents accumulation of any writing fluid residues.
- Do not let pen lie flat for long intervals. This sometimes allows the comb cuts to fill full and may cause blotting when first used.

### SERVISETTE TOOLS, SUPPLIES AND MATERIALS

Be familiar with the following tools in your SERVISETTE before attempting simple repair adjustments:

**Magnifying Glass.**—Use to magnify points to determine if they are properly spaced, "in line," or if iridium tips are broken.

**Pliers.**—To loosen or tighten sections of Plunger Vacuum pens. Use with piece of rubber. Also for Pencil Cap-Fit adjustment.

**Piece of Heavy Rubber.**—Use with above pliers for removing and replacing sections. Handy for gripping parts, etc. Prevents marring.

**Rubber Finger Cot.**—Place over sections

to protect fingers and increase grip when removing sections.

**Tweezers.**—For making swabs; pulling sacs from barrels, etc.

**Sac Spreader.**—For holding and expanding sac so it can be fitted onto section.

**Sac Cement.**—For cementing rubber sac to section and sealing transparent section into barrel.

**Leather Strip.**—Tack onto back of counter or on edge of shelf. Hold end of pen section against it when pushing section into barrel.

**Crayons.**—For filling in engraving to bring out imprint.

**Slotted Screw Driver.**—For adjusting lock-nut which locks the brass nut on to plunger of vacuum plunger type pens.

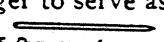
**Lock-Nut Wrench.**—For adjusting lock-nut which locks Radite barrel cap on to plunger of SHEAFFER plunger pens.



**Plunger Removing Tool (A Dismantling Tool).**—For pushing plunger down through packing washers and out of pen after barrel-cap has been removed.



**Plunger Lead (An Assemblying Tool).**—Place on threaded end of plunger to serve as a guide when threading plunger through packing washers.



**Plunger Assembling Tool.**—For pushing plunger remainder of way into barrel after it has been pushed as far as possible with a plunger assembling tool.

**Polishing or Buffing Stick.**—Use to polish and give a luster to metal parts such as point, clip, band, and lever.

**Jewelers Rouge.**—Apply to polishing stick to give higher polish.

**Polishing Cloth.**—Use to remove finger marks and to polish pens and pencils to retain their new appearance.

**Rubber Cleaning Bulb.**—For flushing out section and feed before new sac is attached.

**Cleaning Brush.**—For washing and scrubbing writing fluid from inside pen caps and desk set sockets.

**Cotton and Sticks for Swabs.**—For washing and drying inside of pen caps, inner caps, and desk set sockets.

**Cleaning Solution.**—Used to dissolve writ-

ing fluid, clean out feed, inner cap, and desk set socket. The cleaner supplied in the SERVISETTE is a special solution furnished by SHEAFFER. You can replenish your supply by ordering from factory or one of branch offices.

**Two Cleaning Wells.**—Convenient containers for cleaning solution and rinsing water.

**Jar for Waste.**—A convenient receptacle for old writing fluid and discarded cotton swabs.

**Cleaning Cloth.**—A cotton cloth for wiping fluid from pen points and for drying pens.

**Sacs.**—Your SERVISETTE contains an assortment of sacs to take care of almost any customer's lever pen. These sacs are identified as to size in an envelope.

If you wish, stretch a SHEAFFER SAC as you would a rubber band. Notice its strength and resiliency.

**Plunger Assemblies.**—The vacuum disc in a Vacuum Plunger SHEAFFER is made of a special rubber that has been laboratory tested in solutions of concentrated writing fluid. Aging tests have proved that this disc is extremely resistant to attacks by heat and dryness. Vacuum plunger SHEAFFER pens have been placed in machines which have filled and emptied them with SKRIP equivalent to years of wear without any appreciable difference in their performance.

Other materials included are:

Service Pens.

Demonstrator Lever Pen.

Demonstrator Vacuum Plunger Barrel.

Demonstrator Fineline Mechanism Pencil and Pad.

Erasers.

Service Envelopes.

Repair Label Envelopes.

Sheaffer's Little Library.

2 No. 85 Display Cards to Advertise Your Service.

3 Repair Service Ad Mats.

Repair Parts Price List.

## SIMPLE REPAIRS YOU CAN MAKE

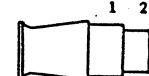
These are the adjustments possible with your SERVISETTE:—Fixing pens so they will fill properly; adjusting pens when clogged; correcting leaking or flooding; inspecting points; improving the appearance; polishing; and servicing pencils.

To help you better understand our instructions, we are illustrating these two parts of a pen:

1. **Feed.**—Note capillary combs.



2. **Section.**—Barrel fit part (1).  
Sac fit part (2).



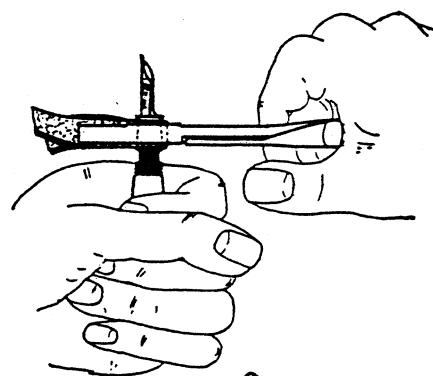
Some of the adjustments on both the sac and vacuum plunger pens require removal of section and sac or plunger. Instructions for these adjustments are as follows:

### A. To Remove Section and Sac:

1. Empty writing fluid from pen by raising lever. Discard this fluid. Then wipe off section, point and feed.

2. Twist or work section out of barrel. Use heavy rubber finger cot or piece of heavy rubber if necessary to provide a grip and to protect the fingers.

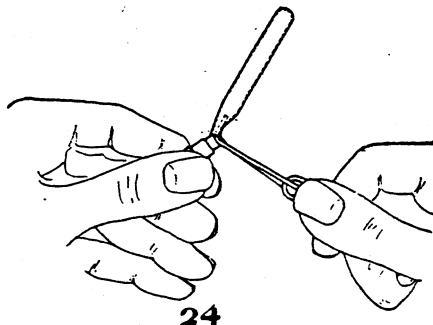
"Visulated" transparent sections are cemented into barrel with shellac and sometimes require extra pressure to break their seal. Accomplish this by pressing thumb first on one side and then other of upper end of section. If enough pressure is applied, the seal can be broken and section "walked out." Sections in CREST pens (pens with all-gold caps) are threaded and, therefore, cannot be pulled out but must be unscrewed from barrel the same as sections in plunger vacuum pens. The threads on these sections are coated with a special plastic cement to keep the section from turning. This cement should not be washed off. Use pliers and rubber as shown in illustration No. 9.



- To remove sac from section, catch end of sac with your thumb nail, and with end of your thumb peel or roll sac off section.

**B. To Replace Section and Sac:**

- Select a new sac from envelopes in your SERVISETTE. Names on each envelope indicate the pen which sac will fit. Sac should fit loosely and turn freely in barrel and not press against bar, end or walls of barrel. Too much pressure might cause pen to flood. This new sac can be same size as old one, providing old sac was not too large. When uncertain about diameter and length of sac to use, test by dropping sac into barrel. Sac should freely fall in and out. Also, allow for distance section fits into barrel. otherwise, sac will be too long.
- To attach sac to section—spread cement around sac fit part of section. Use care that no cement gets on end of feed to stop it up. Then slip sac on section, using sac spreader. See illustration No. 24. Should sac slip off, too much cement has been used. Wipe off section and again put on sac. See that sac is placed straight on section.



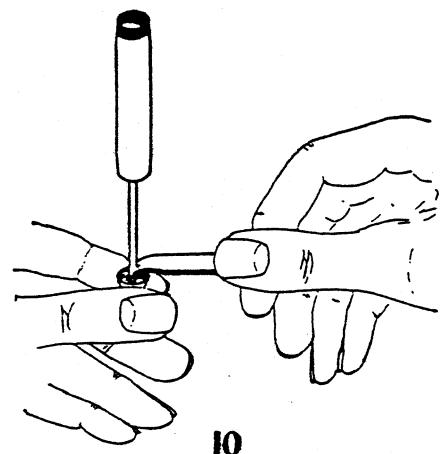
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- To push Section into Barrel—Start section into barrel with point in line with lever for uniform appearance. Place against leather strip and push section into place.

**IMPORTANT:** When replacing "visulated" section, be sure and spread cement on the barrel fit part of section before pushing section in pen barrel. This insures a permanent fit of section and barrel. No surplus of shellac or cement should be allowed to touch outside of barrel for it will deaden luster. Wipe off any excess immediately.

**C. To Remove Plunger from Plunger Vacuum Pen:**

- Empty writing fluid by working plunger.
- Rinse pen in clear water. Continue rinsing until barrel is clean.
- Unscrew section. To loosen—use section pliers. Wrap two thicknesses of rubber around section to protect from marring and slipping. See illustration on Page 13 (No. 9).
- Remove barrel cap from plunger. Hold lock-nut with lock-nut wrench and turn Radite barrel-cap to left. See illustration No. 10.

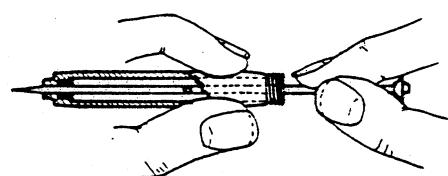


10

- Push plunger rod as far as it will go down into the barrel, then with plunger removing tool push plunger rod through barrel plug and out of barrel.

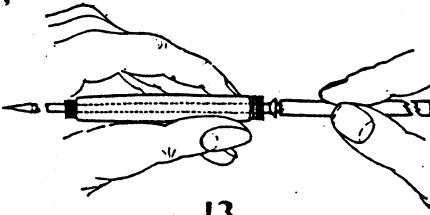
**D. To Replace Plunger in Plunger Vacuum Pen:**

- Place plunger lead on threads of plunger rod and push into barrel from section end. See illustration No. 12.



12

- With plunger assembly tool push into barrel as far as it will go. See illustration No. 13.



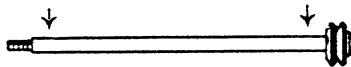
13

3. Screw lock-nut on plunger rod. Then screw on barrel-cap and tighten lock-nut with wrench. See illustration on Page 15 (No. 10).
4. Start section into barrel and tighten, using pliers and piece of rubber. See illustration on Page 13 (No. 9). The shoulder of section must be drawn up firmly against barrel but not enough to bulge barrel threads and cause cap to bind.

**IMPORTANT:** Each size of plunger vacuum pen has a plunger designed to fit it. Correct plunger must be assembled in barrel or pen will not work. If rod is too long or too short, pen will neither fill nor flow as it should.

When correctly assembled, plunger washer should not be more than  $\frac{1}{32}$  of an inch from being exactly in middle of recess when barrel cap is screwed on barrel. Examine your plunger type demonstrator to see how this plunger should be assembled.

There are but three diameters of plunger washers—No. 2 or small diameter, No. 4 or medium diameter, and No. 8 or large diameter. The plunger can best be identified by measuring the hard rubber rod length and referring to mimeographed chart supplied in SERVISETTE. Also it can be compared to old plunger removed from repair. Below is an illustration of plunger, arrows indicating rubber rod section.



#### If Pen Doesn't Fill

**A. Sac Pen.**—Determine if pen will fill properly by following instructions on Page 9. Sometimes customer will not hold section under writing fluid or removes it from fluid too soon, before pen is filled. However, if pen won't fill by proper methods, check the following: Bar or lever may be broken; sac may have a hole in it or be worn out and "dead"; feed channel may be clogged; or

section may be cracked. You can handle repairs to the sac or feed yourself, but we recommend that other repair requirements be sent to factory.

After following previous instructions on the removal of sac in pen, examine it closely. Roll it between your fingers. Does it appear hard? Is it round—bad sacs are almost always flat. Are there any holes to cause leaks? If there is any doubt about the condition of sac, replace it with a new one, following instructions in this booklet on Page 14.

If the feed is clogged, flush out as instructed below.

**B. Vacuum Plunger Pen.**—Here again determine if pen will fill by following proper filling instructions on Page 9. It may be your customer pushes the plunger down too fast or does not hold point under writing fluid.

After following above instructions—if pen still doesn't work, change plunger.

If pen doesn't properly work after this adjustment, send it to the factory for a complete overhauling, giving your customer one of your SERVICE PENS to use in the meanwhile.

If feed seems clogged, follow instructions on Page 18.

#### Handling Clogged Pens

If pen does not flow freely or skips, it may be clogged. This is usually caused by being filled with dirty or poor quality writing fluid.

Immerse pen point in a solution of lukewarm water (not hot) containing a small amount of cleaning solution and alternately fill and expel the water by operating filling device. This fills, and flushes, and cleans pen in one stroke if it is a SHEAFFER. When clean, rinse thoroughly in clear water by same method, removing all traces of solution. Caution—hot water will soften hard rubber feed in section, and loosen point. Therefore, always use lukewarm or cold water.

**A.—Sac Pen.**—When fluid channel is clogged to the extent that operating lever and compressing sac does not dislodge obstructions in the tiny feed channel, remove section and sac. Then take rubber cleaning bulb from your SERVISETTE and slip this over sac to fit part of section. Then immerse point in cleaning solution. Compress bulb and force fluid in and out until obstruction is removed. Rinse thoroughly by repeating

process, using clear, cold water. Bulb exerts much greater force than sac.

**B. Vacuum Plunger Pen.**—This type of SHEAFFER pen is cleaned by operating plunger. With one stroke, the vacuum plunger pen fills, empties, and cleans.

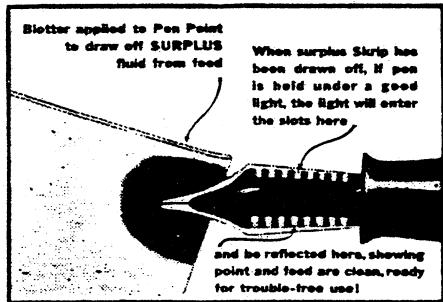
If pen doesn't seem to fill properly, replace plunger, following instructions on page 15. If feed still appears to be clogged, soak point and feed in water and cleaning solution. If you are still unable to clean pen and remove clogging obstructions, return to factory for complete overhauling, loaning your customer a SERVICE PEN meanwhile.

### If Pen Leaks or Floods

Sometimes your customers will bring a pen to you commenting that "ink leaks into the cap" or "pen leaks".

A great many of these complaints on leaking can be eliminated by properly instructing the pen user. For short periods of time a pen may be carried without trouble in any manner desired or allowed to lie flat during intermittent use. However, any pen may leak fluid into the cap if allowed to lie flat for a prolonged period or during a severe temperature change. Therefore it is important that these conditions be borne in mind. We suggest that no pen be allowed to lie flat for a long period of time such as overnight or week ends. Avoid the possibility of fluid leaking into cap by seeing that the pen is left with the point in an elevated position during such periods.

After any pen has been properly filled, there is a surplus of writing fluid in the feed. Therefore, please give these very important instructions to your customers:—Draw off surplus fluid with a blotter or absorbent cloth applied to the slit of the gold point. See illustration below:



[ 18 ]

You will note that the feed itself is slotted on each side. These comb cuts are really capillary expansion chambers to take care of extra fluid forced from pen by expansion of air in reservoir. When pen is filled, excess fluid must be drawn from chamber to make room for possible expansion. When pen has been lying flat for considerable length of time these chambers may also fill. Excess fluid should be drawn from them with blotter or cloth before writing. If feed combs have surplus writing fluid thus absorbed, they will function properly and take care of normal expansion.

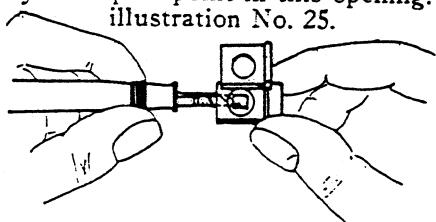
Another reason for leaking complaints is that writing fluid is not wiped from feed, section and threads before cap is screwed on. Then when the cap is removed and writing fluid is found on the threads, section, and inside cap, it is assumed that pen leaks.

Some individuals are inclined to have very warm hands which will heat the air in a pen. Also, many hold a pen tighter than others. This may cause the air in a pen to expand and when it is almost empty of writing fluid, this will force out the last bit of writing fluid a little faster. When this occurs, if your customer will immediately fill his pen, the tendency to flow too freely will be eliminated. This can be used as a signal to refill.

If your customers will follow the above instructions regarding the removal of surplus writing fluid they will get consistently better service from their pens.

### If Point Doesn't Write

If your customer says pen point does not write smoothly, or if he feels there is something wrong with it, take the magnifying glass from your SERVISETTE to examine point. Rest pen point against side of square opening in magnifying glass. Then, put the glass to your eye and focus it so that you can clearly see tip of point in this opening. See illustration No. 25.



EXAMINING THE IRIDIUM POINT WITH THE MAGNIFYING GLASS.

Then turn point to see all sides of piece of iridium which is fused into gold at end of point. This iridium has a white-like platinum appearance.

If you find one or both of the iridium tips broken, advise customer to allow you to return pen to factory for repairs. If point scratches, pen may have been damaged and point tips themselves are "out of line."

Because point adjustments require attention of trained and expert repairmen, we advise that you DO NOT attempt to handle point repairs at all. You can merely examine points to prove to your customer that your recommendation is based upon a thorough examination. Your SERVISETTE is not equipped with point servicing tools. Additional suggestions regarding the handling of your customers point requirements are given on Page 23 under the chapter entitled "Service Tips."

## IMPROVING THE APPEARANCE

**A. USING SHEAFFER'S CLEANING SOLUTION.**—Use three bowls or cups. One of them for a diluted solution of SHEAFFER'S cleaning solution, one for clear, cold (or lukewarm) water, and one for waste from various rinsings and washings. A fourth may be used for soiled swabs, etc. Have fresh swabs of absorbent cotton at hand.

Put about  $\frac{1}{8}$  inch of cleaning solution in one glass bowl. Fill half full of water. Hold part of pen you are cleaning over this dish. Dip swab into diluted cleaning solution and wipe off stain on pen. If part will not clean readily, add additional cleaning solution. When clean, wipe with wet clean cloth and then dry parts carefully.

To clean inside of pen, flush with diluted cleaning solution. Never use full strength. Flush pen in clear, cold water several times afterwards to remove all traces of cleaning solution. From three to six flushings is recommended. Swab liberally with clean, fresh water to remove traces of cleaning solution from outside pen. Use cotton swabs only once.

Whenever you make simple adjustments, clean and polish your customer's pen. This service will be appreciated.

The cleaning solution included in your SERVISETTE should be kept in a cool,

dark place and used according to directions to avoid bleaching or staining.

**B. POLISHING.**—Use polishing cloth in your SERVISETTE. Rub briskly over all gold fittings. Caution—there should be no writing fluid in pen when polishing is done.

If you use a buffering wheel, be careful you do not hold pen too long or too hard against buffer as this will create friction and damage pen.

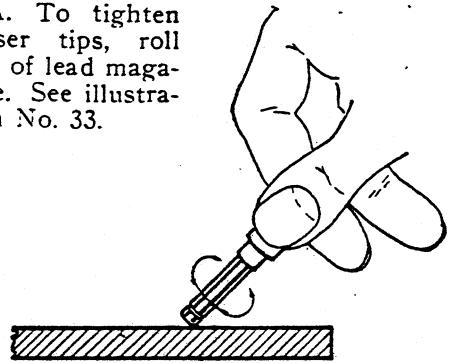
## SERVICING PENCILS

Many people do not know how to properly put a lead into the mechanism of a propel, repel, expel type pencil. See suggestions on Page 25 for further information.

Experience has proven that SHEAFFER pencils require very little servicing. Should the interior mechanism fail for any reason, return pencil to factory for specialized repair service.

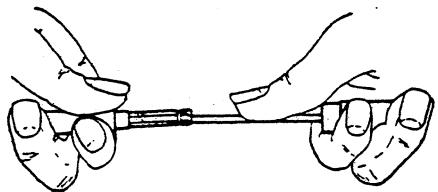
Here are some simple adjustments you can make on the propel, repel, expel model:

**A. To tighten eraser tips,** roll end of lead magazine. See illustration No. 33.



**33**

**B. To tighten cap fit on models that are not FINELINE** raise corrugations on magazine. See illustration No. 34.



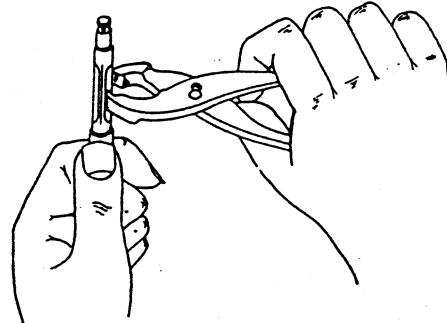
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**C. To tighten loose caps on a FINELINE** propel, repel, expel mechanism, use pliers to

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pinch up corrugations. Place end of pliers in large indent of pencil magazine and gently press pliers together. See illustration.



A word of caution—use very little pressure in tightening loose caps on FINELINE pencil mechanisms for this can easily be overdone and corrugations will be raised up too much. In such cases, corrugations should be burnished down with edge of plier handle.

Further service your customer's pencil by equipping with SHEAFFER leads and erasers. Hundreds of people use up erasers on their pencils without realizing that a trip to your store will provide them with more. Gain steady repeat customers by letting them know you have leads and erasers.

In the event the pencil is damaged and needs to be returned to the factory, refer to your Repair Parts Price List and give your customer an estimate of the charge.

### USING SERVICE PENS

Whenever you find it necessary to send a customer's pen to the factory, offer to let him use one of your SERVICE PENS while it is being repaired. If you feel it advisable, you may request a deposit of \$1.00 for the SERVICE PEN. You are extending to your fountain pen customers the same service a good watch maker extends to his.

In addition, you get a tremendous amount of advertising and publicity for your store because these SERVICE PENS are made in a special red color. A person using such a pen will immediately be asked by people who see it: "Where did you get that pen?" Naturally, the reply will be that it was received from your Pen Service Department, while the old pen was sent to the factory. In addition, it permits your customer to use a new pen with a new point and in many cases it will arouse his desire to own another new pen.

We recommend that you pass out as many of these SERVICE PENS as possible from your SERVISETTE as you handle repair adjustments, because it will mean just that much more advertising in addition to rendering special service to your customers. You will make new friends for your Pen Department and for your store.

### REPAIR SERVICE "TIPS"

Dealers have given us many suggestions and "tips" which have proved helpful in answering customers' questions and in making suggestions for the proper use and servicing of writing instruments. We offer these for your selection and use:

**A. SOLVING POINT PROBLEMS—** Some customers are very particular about the type of point in their pen. Others don't know just exactly what type of point they do want.

To "fit" your customer with a pen point, keep the following factors in mind:

1. Compare size of pen with size of customer's hand.
2. Notice pressure your customer applies both on upstroke and downstroke when writing.
3. Notice slant at which your customer habitually holds a pen. Not only up and down angle, but also side angle.
4. Determine if customer holds pen properly. Let your customer pick pen up from counter. Have him look at the way he picks pen up and way he holds it after picking it up. Then have him lay it down to pick it up a second time. If customer picks up pen and holds it at incorrect angle a second time, undoubtedly this is his habit. However, if he corrects himself the second time, it is possible his old pen was "misfitted" and he had to hold the pen in an unusual manner to get writing service. You cannot change your customer's style of writing, but you can help him select a point suitable to his style. If the position in which he holds his pen is habitual, then keep this in mind. If it is not habitual but merely a temporary, incorrect way of holding pen, then show him the correct way to hold the pen. Help him choose a point which he can most easily and satisfactorily use in the correct position.

Many uninformed individuals will choose a point which doesn't fit their style of writing. This is particularly true in the case of flexible, fine, extra fine, and needle points. If your customer calls for a certain point, you should try to determine from your own experience and by checking against the four factors mentioned previously, just what point to recommend.

The majority of people will be pleased with a fine or medium point. What your customer wants is a point that writes smoothly, and he will get it in SHEAFFER LIFETIME and other SHEAFFER points. Many people bear down too heavily when using flexible points. That spreads the point tips apart, stopping the flow of writing fluid. Train your customers how to properly use a flexible point. Also, recommend a good grade of paper and a light touch for fine, extra fine, and needle points.

Here's another suggestion—when a special point is requested ask your customer for a sample of his handwriting made with a point meeting his requirements of fineness and flexibility. Have him write a line or two with this point. Then send your order or repair to us, also describing how the pen is held. This sample of writing will show us how the chosen point performs when your customer uses it. It is not your customer's style of writing we judge, but the actual performance of the chosen pen point.

It may be very possible for the customer to choose such a pen from your own stock. If so, let him write with a LIFETIME pen having a FEATHERTOUCH point. He may find a new pen writes so much more smoothly than his old one that you will sell him "right on the spot."

Under the handwriting sample method, our point experts will furnish a new point which duplicates the fineness or coarseness necessary to match the sample sent us. Numbers on points do not indicate the degree of fineness or flexibility. A written request is very difficult to follow because, for instance, a description such as "medium fine" will not be specific enough. You will find this sample handwriting method saves you time, trouble, and gives your customer the point he wants. Of course, also, keep in mind the four factors mentioned on Page 23.

Whenever your customer comments that a new or repaired point received back from

the factory does not seem satisfactory, advise him to use the new point for a few weeks so his hand may become accustomed to the change. Previously your customer's hand was accustomed to the old point and the new one may not "feel quite right" at first. If you will make the above suggestion, however, you will find in many cases that the point adjustment will prove entirely satisfactory.

**B. A WORD ABOUT PENCILS**—You have undoubtedly found from your own experience that one difficulty is that the customer cannot fill a propel, repel, expel type pencil. This is usually because the customer does not know how to do it.

Remember this—before attempting to place a new piece of lead in a propel, repel, expel pencil, make certain that the short piece of lead remaining in lead carrier is expelled by turning pencil mechanism to right as far as it will go without forcing. To reload this new lead, mechanism should be turned back to left as far as it will go without forcing, before new lead is inserted. After inserting lead, press point gently against any hard surface so that it will engage in lead carrier. Pencil will then be ready for use and lead may be propelled, repelled, or expelled by turning cap section (top half) either to left or to right.

Advise your customer that the proper distance FINELINE lead should be extended from tip of pencil is not more than  $\frac{1}{16}$  of an inch. This is about the thickness of a new 25c piece. This length makes a perfect writing point. Explain this to your customer when selling new FINELINE pencils. Also, show them how to use the screw mechanism which propels the FINELINE eraser out as used.

With Sheaffer's "Clicker" push type pencil keep in mind—and advise your customer—the proper way to clean pencil tip whenever necessary. Unscrew tip counter clockwise. Then remove all small chips or particles of lead by pushing a pin or small wire through tip hole. Be certain tip is clean before replacing, and be sure tip is screwed tightly into place before using pencil.

**C. LIFETIME GUARANTEE EXPLANATION**—The W. A. SHEAFFER PEN COMPANY is the originator of the LIFETIME pen (trademark registered U. S. Patent Office) and of the guarantee-for-life on

a fountain pen providing for protection against accidental damage, as well as failure of performance from any other cause except wilful abuse or loss. This guarantee has a continuous record of faithful and consistent public advertisement and performance for many years. Read a copy of this guarantee and also the SHEAFFER pencil guarantee and note the broad protection.

The LIFETIME pen, identified by the white dot on the cap and the word "LIFETIME" stamped on the point, is unconditionally guaranteed except against loss, theft, or wilful damage, for the life of the user. It will be repaired by the SHEAFFER PEN COMPANY without any charge except the handling and service charge of 35c which includes return postage and insurance, provided the pen, together with all broken parts, is sent to the factory or an authorized branch service station. Only White Dot LIFETIME pens are guaranteed for life. Please explain this fully whenever a LIFETIME pen is sold, in order to avoid any misunderstanding later about the service and handling charge.

If your customer is unable to see why a charge is made, for instance on a new cap for his LIFETIME pen (if it is missing), point out that if all parts are sent to the factory even though they may be badly damaged or broken, they will be replaced for just the service charge under the guarantee. The guarantee does not cover loss, however.

Should the customer question the service charge, carefully explain to him that it does not include the cost of any new parts or labor that may be needed in the repair, but merely covers postage, insurance, and SHEAFFER'S cost of running the pen through records maintained to insure proper inspection, quick handling, and prompt return to the owner. With the 35c service charge the dealer, likewise, receives a portion:

**D. SHEAFFER'S GUARANTEE ON No. 7, No. 5, No. 3, and No. 2 PENS.**—These pens have the SHEAFFER name, but not the guarantee for life. They are guaranteed for the life of the user against defects in materials and workmanship. Parts which are broken through no fault of the pen must be replaced at the regular price. Refer to your Parts Price List, if it is necessary to send a pen to the factory, advising the customer beforehand how much it will cost.

Any SHEAFFER pen sent to the factory that can be put in good writing condition without the use of any replacement parts, will be assessed only the service charge of 35c to cover return postage, insurance, and the cost of handling as stated above.

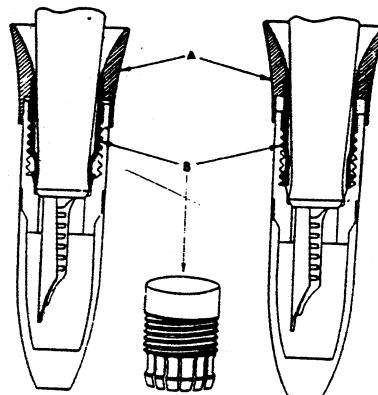
From the above statement of the guarantees on SHEAFFER pens, you will instantly see that you can use the guarantee for life on the LIFETIME pen to assist in making sales of higher priced, better quality pens, because on a LIFETIME pen the customer is never charged for any new parts to replace ones which have become damaged, accidentally, or through wear.

**E. SHEAFFER'S PENCIL GUARANTEE**—This guarantee reads as follows: "We, THE W. A. SHEAFFER PEN COMPANY, hereby guarantee the SHEAFFER pencil to be free from defects in workmanship and materials. If at any time any parts or materials in the Sheaffer pencil prove defective, send the pencil to our factory or any branch office, postage prepaid, and enclose 35c to cover postage and handling charges. If after careful inspection we find the defects are due to faulty materials or workmanship, repair or replacement will be made gratis. Otherwise a slight charge for parts will be made. The interior mechanism of the SHEAFFER pencil is guaranteed against wear for the life of the user."

We have re-emphasized this pencil guarantee again because sometimes a misunderstanding will occur and your customers will feel their pencil is guaranteed the same as their "LIFETIME" pen. The INTERIOR mechanism of the SHEAFFER pencil is guaranteed against wear for life, but EXTERIOR parts such as clip, cap, and other parts, are not. The pencil is guaranteed in that if the defects are due to faulty material or workmanship, replacement or repair will be made for just the 35c service charge.

**F. HANDLING DESK SET REPAIRS**—When you find it necessary to return a SHEAFFER desk pen, please include the socket. We suggest you remove the socket from the base to avoid extra postage charges and shipping damage. If the set has a joint and socket which "snaps in," you can lift it out, but you cannot remove the socket only. If the joint cannot be pulled out of the base, it is one of the earlier models and the socket can be unscrewed from the joint.

SHEAFFER'S new IMPROVED dry-proof socket has a movable "bell" (A) at the top. This should be turned counter-clockwise as far as possible to the left before you or your customer attempts to insert or withdraw the desk pen. Otherwise, maximum service will not be received from the improved socket and it or pen may be damaged. See illustration.



Instructions for using a desk pen are similar to those for pocket pens, except that you will want to caution your customer to keep desk pen in socket when not using the pen. The inside of the socket should also be cleaned as necessary to avoid accumulation of dirt on the shoulder. Send all repairs to factory for adjustment.

Sheaffer's new reservoir desk set requires little service. A sheet giving complete instructions is included with each set. Call your customer's attention to it. Also emphasize that the pen should be washed in cold water several times a year to insure satisfactory performance. We advise leaving the pen point only immersed over night in water to loosen dried residues. Then point and feed should be wiped dry before being used again. For best service it is also advisable to thoroughly rinse out interior of reservoir base about three times a year. Information on how to do this is given in the instruction form included with set.

**G. REPAIR LETTERS AND ENCLOSURES**—The performance of any fountain pen is governed by the care and handling given it. When you receive SHEAFFER'S repair letters or enclosures, you will find them self-explanatory. Make the most of this service and be sure each letter or enclosure is passed on to your customer with

the suggestion that it be carefully read and followed out. (When selling a new pen or pencil do the same with instruction form enclosed.) This emphasizes the importance of your repair service and the proper use of writing instruments.

**H. SENDING REPAIRS TO US**—If you find you cannot make the adjustment yourself, before sending your customer's pen or pencil to us, please get full details as to the cause of the complaint. Then give us detailed instructions so that our Repair Department can adjust these specific complaints. Be sure to tag each repair separately. Don't forget to include your return address and your store identification on the package. Insured mail covers loss.

When making inquiries about repairs please tell us the date of mailing, exact color and style of the writing instrument, engraving, and any other facts you have. This will assist us to more quickly determine whether or not the repair has been received and returned to you. Send along your insurance receipt whenever possible. Returned repairs are covered by Sheaffer's own insurance.

As a service to you, we have a standard repair label envelope. We will be glad to furnish these in reasonable quantities at no charge upon your request. This repair envelope has been approved by the Postmaster General in Washington, D. C., if used with standard packing material. It permits you to easily wrap and mail a repair, checking the adjustments desired, and give us complete identification.

**I. USING THE REPAIR PARTS PRICE LIST**—When there are broken parts on older pens other than LIFETIME models and you must tell the customer that you will have to send the pen to the factory for repair, refer to the Repair Parts Price List in the SERVISETTE if the pen is a SHEAFFER. If the charge runs \$1, \$2, or more, explain to your customer that he can purchase a new pen at just a little additional and thus he will have a brand new pen rather than an old one which has been repaired. This gives you an excellent opportunity to explain the LIFETIME guarantee and to sell the higher unit LIFETIME merchandise.

**J. "SENTIMENTAL" REPAIRS—** Many customers have received pens from their parents or friends as "keep sakes." Also, many pens have given years of faithful service, causing the pen to become endeared to the user. In some cases your customers will want these writing instruments returned if they can't be repaired without substitution. Therefore, when you receive a request to repair such an older model pen, determine if there is a "sentimental" attachment to it, or an objection to our substitution. Keep this in mind because we can't tell from looking at a pen whether or not your customer considers it in this light. You should determine and give us this information when sending in the repair.

We make every effort to repair the original parts on these old pens and replace parts as long as the original material is obtainable. However, when these parts or pens are no longer available we are forced to substitute newer models at no additional charge. If you will let us know whether the pen is regarded as a "keepsake," we can return the original unrepainted model if we can't repair it without substitutions. Also, as an added service, we keep old original parts for a few weeks. Thus, if your customer will not accept a substitution, we will return the original pen unrepainted upon the immediate receipt of the substituted pen from you or your customer.

**K. LENDING YOUR PERSONAL PEN** —Many times you will have occasion to lend your personal pen. An effective way to insure its return is to loan it without the cap. Many fountain pens are lost or misplaced because the borrower unconsciously caps it and places it in his pocket, fully intending, of course, to return it to the owner. Keeping the cap calls the borrower's attention to this immediately and the pen is returned. Your customers will appreciate this suggestion.

**L. HOW TO REMOVE WRITING FLUID STAINS—**"A stitch in time saves nine." Whenever you have a customer who has been so unfortunate as to spill writing fluid, staining a suit or dress or damaging a rug or fabric, you may help him with the following instructions:

**For Washable SKRIP—** Wash spot thoroughly with soap and water, then rinse well.

Allow fabric to soak in warm soap and water if necessary.

**FOR PERMANENT SKRIP—** As soon as possible after spilling, rinse spot in water, preferably warm, until no more color comes out.

Use ONE of the following three chemical treatments:

**CAUTION —** Before applying any chemical treatment on spot to be removed, try it on some inconspicuous part so that if chemicals should have any bad effect on material, no permanent harm will be done and some other treatment may be tried.

1. Treat spots with 5% solution of citric or tartaric acid. (Lemon juice or a solution of cream of tartar.) Rinse in water thoroughly. Then wash in soap and water, and rinse well. Repeat if necessary.

2. If material is not silk, a solution of sodium hypochlorite may be used to remove stain. If necessary, repeat method No. 1, then wash and rinse thoroughly.

3. If this does not remove stain, apply a 5% solution of potassium permanganate and after fifteen or twenty seconds, thoroughly rinse this solution with water. Then immediately apply a 5% solution of sodium bisulphite, which should remove brown discoloration left by first solution, as well as balance of stain. Then wash and soak spot very thoroughly with water.

**NOTICE—**We wish to emphasize again the necessity of washing treated spots repeatedly with water to remove all traces of chemical. Sometimes chemicals strong enough to bleach, if not thoroughly removed by rinsing and washing, may slowly weaken fabric.

## **PROMOTING AND ADVERTISING YOUR PEN REPAIR SERVICE**

Whenever you make the sale of a pen, always inform your customer about YOUR service department. Tell him he is entitled to have his pen inspected, cleaned, and filled with SKRIP free every time he desires. Urge him to bring in his pen at least twice a year for free inspection.

In your SERVISETTE there is a proof sheet (and mats) showing advertisements specially written to acquaint customers with your service.

### **Offer Free Service**

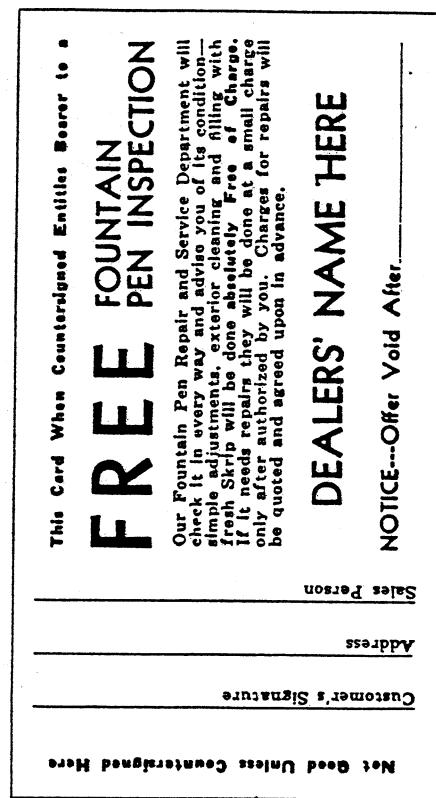
If you are writing an ad yourself, invite your customers to have their pens cleaned, inspected, tested and refilled with SKRIP FREE.

You can also call attention to your pen department with signs and placards. Have a showcard attractively printed:

Complete Service for your Fountain Pen in our Pen Department. We will Clean, Inspect, Test and Refill Your pen with SKRIP FREE!

Another successful idea is to print up a stuffer telling of FREE Pen Service and enclose one with each letter or statement. This same stuffer can be distributed to all the departments of your store with instructions for all salespeople to wrap one in each purchase.

This offer printed on a "pass-out" card brought 500 prospects:



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### **Your Own Pen Inspection Weeks**

Some of the most outstanding successes have been made by dealers advertising their own Pen Inspection Week. For one-week periods during the year your store can use our Pen Inspection ad mats or make your own ads similar to these.

Under this plan, major repairs are charged for. When new sacs are required, they are put in at the regular charge.

One store advertised this offer, tying up their promotion with an attractive window display symbolizing their "Pen Hospital." Over 400 people visited the store during three stormy January days.

We will be glad to send you full details of this plan, plus suggestions and materials to help you arrange your own Pen Inspection Week. Of course, during NATIONAL PEN INSPECTION WEEK we have special advertising mats, sales suggestions, window displays and other material also for your use.

### **PEN INSPECTION WINDOW DISPLAY SUGGESTIONS**

NATIONAL PEN INSPECTION WEEK or your own Pen Inspection Week gives you an opportunity to install very unusual window displays.

For instance, you can feature the "Pen Hospital" idea by having the background decorated as a miniature hospital and your "patients" "sick and ailing pens." Another idea is to get two lifesize window dummies and dress one up in a nurse's uniform and one in a doctor's uniform. Then a large sized dummy pen can be made and placed on an operating table and the "first aid to ailing pens" idea can be featured here. The same idea can be carried out in miniature.

You can also make a display of old broken and worn out pens in many effective ways.

Another idea is to carry out a "filling station" theme by having a miniature gasoline filling station along with your offer of free pen inspection and free filling with SKRIP.

### **HOW TO SELL WITH "SERVINETTE SERVICE"**

Now that you know how to use the SER-

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VISETTE, let's take a few moments and consider effective selling and merchandising plans.

What is the easiest way to sell your customers new pens and pencils? Here's the answer in the words of one of our dealers—"Get 'em up to the counter, get a chance to talk, make a pen demonstration, and they buy pens." That is what "SERVISETTE SERVICE" and PEN INSPECTION WEEKS do—they get the pen users up to your pen counter!

How can you open your selling conversation? It is just as easy as falling off a log! Keep a ready-to-write LIFETIME pen handy on the counter. When your customer asks for inspection of this pen, merely hand over the LIFETIME pen and a pad of paper with the suggestion that the customer try it—that's all. Almost invariably, because you are doing him a favor, he comments on the beautiful performance of the LIFETIME, thus launching your demonstration. You aren't selling anything—not yet. You are merely an agreeable person who happens to have a case full of beautiful pens which you are willing to show and talk about.

Because you let every customer try the best pen you sell, you have established your store as "pen headquarters" in his mind. He will think of you first when he is in the market for a gift pen. Though there are many people who have comparatively new pens, these may be reminded of pens for gifts, birthdays, wedding presents, anniversaries of all sorts, and other prizes and awards. Interest them in desk sets for their home or office, or one for the son or daughter away at school.

If you plan to make the necessary adjustments while the customer waits, then give him all the longer and greater opportunity to look over your counter and write with several pens. SHEAFFER'S PRESENTATION PLAN shows you how to secure a higher unit sale not only of a pen but also of the pencil in the ensemble. How to use this plan is outlined in SHEAFFER'S booklet called "SELLING MORE WITH THE RULE OF FOUR." Write for it.

### DEMONSTRATIONS

A good demonstration is important. In your SERVISETTE are two transparent demonstrator pens, lever and vacuum, to help you.

### Lever Demonstrator

The transparent barrel of the LEVER demonstrator pen shows that when the cap is screwed on to the barrel, the inner cap fits tightly against the section of the pen, forming an air-seal for the gold point. This prevents writing fluid from leaking into the cap and keeps the point moist for instant use. Show your customer that the inner cap is not tubing, but a solid piece of hard rubber.

Remove the cap and lift the lever. Point out that the parallel pressure bar completely deflates the sac, so that when the lever is snapped shut and the sac expands, pen must fill full.

Show the air space between the sac and the barrel. This air space acts as insulation and retards the contraction or expansion of the air in a sac pen when subject to changes in temperature. Lastly, point out that the insulated section gives the user last drop visibility.

### Vacuum Plunger Demonstrator Pen

The demonstrator vacuum plunger pen in your SERVISETTE can effectively be used to show your customer how to properly fill this type pen. Many people are under the impression that as they pull out the plunger this draws in the writing fluid. However, because the filling mechanism is based on the vacuum principle, the reverse is true. The plunger is first pulled out, and then pushed in. In doing this a vacuum is created behind the plunger. Therefore, when it reaches a certain recess in the lower part of the barrel this vacuum is released, drawing in the writing fluid. In other words, the pen fills on the down stroke and not on the up stroke. Please caution your customers when demonstrating this filling mechanism that the point and section must be immersed in the writing fluid on the down stroke. See illustration on page 9.

You can always fill this vacuum plunger demonstrator with water and show your customer how quickly and positively the plunger action fills, empties, and cleans the pen as it operates.

### THE "FEATHERTOUCH" POINT

In talking about the SHEAFFER pen explain the FEATHERTOUCH point in detail. If there is one thing about which a

person is particular, it is the point in his pen, because it is really the "engine" of the pen. See SHEAFFER'S booklet "NEW SELLING FACTS" for further details on the FEATHERTOUCH point.

From time to time you may also wish to show your customers the details of SHEAFFER'S patented "Flo-rite" feed. See the above booklet for information.

### **USING THE DEMONSTRATOR PENCIL AND MECHANISM PAD**

Included in your SERVISETTE is both a FINELINE demonstrator pencil, and a mechanism pad. In selling SHEAFFER pencils some of your customers will want to see the mechanism of a pencil which is guaranteed against wear for the life of the user. No solder is used any place in the SHEAFFER pencil mechanism and out of the millions we have sold, only a minute number have ever given trouble. For a demonstration of the FINELINE mechanism, use either the complete demonstrator or the pad of FINELINE parts. On the back of this pad are full details regarding the construction and quality of these parts. See "NEW SELLING FACTS" for further information.

### **RECOMMEND SKRIP—SELL SHEAFFER'S ADHESIVES**

There is another way you can add to your profits when featuring service and that is by recommending SKRIP. At the moment you hand your customer's pen back, ask him what color writing fluid he uses regularly. Then place a new 9½ oz. SKRIP bottle in the proper color in front of your customer and fill his pen from it. Explain if your customer uses SKRIP, Successor to Ink, to the exclusion of other writing fluids, never permitting anyone to fill his pen with anything else, he will have no trouble with the clogging of his pen. SKRIP is made to give perfect performance in fountain pens. It flows freely, dries quickly, and is sediment free. Point out that it does not stain the interior of visible pens like ordinary writing fluid.

In many cases if you go through your sales talk in a nice manner, the customer, pleased with the attention you have given his pen will purchase the SKRIP WELL bottle and you will have made another profitable sale. For further information write

for Sheaffer's new booklet on SKRIP entitled: "The Satisfaction of Selling the Finest." Comparative tests of SKRIP with other writing fluids as outlined in this booklet will give you a selling story on SKRIP that can't be beat.

Don't forget SKRIP-GRIP LIQUID PASTE, MUCILAGE, and PARA-LASTIK. PARA-LASTIK is non-inflammable, flexible, transparent, and does not curl or wrinkle the thinnest sheet. It may be rubbed off hands or work. It is the new way to paste.

Many homes and offices constantly raise this question—"Where is the paste or mucilage?" Help your customers answer this problem by reminding them to buy these items. They will appreciate your suggestion and you will increase your profits by having steady repeat sales of these reminder items.

### **COMMON SENSE BUILDS DOLLAR PROFITS**

Now that you have read through this booklet we are confident you will realize how truly the "SERVISETTE SERVICE WAY" is the secret to greater pen profits. It shows you the way to increased sales by bringing more people into your store and helping you sell them more higher profit merchandise.

SHEAFFER pens earn more profit for a dollar invested and per square foot of floor space than any other merchandise—this has been the experience of a great number of dealers. SHEAFFER has always lead in developing worthwhile sales-making features for dealers.

SHEAFFER leads in offering protective policies, merchandising plans, and salesperson training methods that increase profits for the dealer and obtain lasting goodwill from the customer. SHEAFFER leads in advertising to America's buying mood, and placing the strongest continuous full page four-color selling advertising in the pen industry.

And thus, SHEAFFER leads all other makes in dollar volume and therefore dealer profit in the United States.

And so we suggest—get behind the SERVISETTE PLAN now. If you are using it in your store—do a better job. If you contemplate using the plan, don't hesitate to contact our salesman on his next call or write us immediately for further details. Common sense will show you that with the SERVISETTE PLAN you are on the surest road to greater success and profits in your pen department. More than a quarter century of successful pen merchandising lies behind our recommendation.



## S E R V I C E

The reason people pass one door  
To patronize another store,  
Is not because the busier place  
Has better Gifts or Jewels or Lace,  
Or cheaper prices, but it lies  
In pleasing words and smiling eyes.  
The only difference, I believe,  
Is the Service folks receive.

—Author Unknown.



### Sheaffer's Sales and Service Training School

A further service is offered dealers in a special training school conducted at the Sheaffer factory from February to November of each year. This course covers pen construction, pen repair and service, pen salesmanship and merchandising. Course normally lasts for three days, beginning each Monday morning. All living expenses at factory paid by Sheaffer. Write "Director of Personnel" or contact your Sheaffer representative for reservations which must be made in advance for any one wishing to attend this school.

## SHEAFFER LIFETIME PEN GUARANTEE

The W. A. Sheaffer Pen Company hereby guarantees for the life of the user, the Lifetime Pen against damage and wear, and no charge will be made for repairing all or any part if it is good writing condition, except service and handling charge of \$3.00, provided the complete pen, including every replaceable part, is sent to our factory or authorized service station accompanied by this guarantee coupon signed by an authorized Sheaffer distributor, Chicago, Ill., payable for any missing parts, but not for the repair or replacement of any defective or inferior parts.

If it is necessary to return your pen to the factory for repair, make sure all breakable parts are included and send to the nearest service producer. Insurance against loss in transit, and handling with your instructions and this guarantee coupon, must be arranged in advance. In order for a Sheaffer Lifetime Pen to be repaired, it must be returned to the factory, Sheaffer, Inc., Philadelphia, Pa., and must be purchased from and guaranteed above by an authorized SHEAFFER distributor.

W. A. SHEAFFER PEN COMPANY, CHICAGO, ILL.

Post Master, Iowa, U. S. A.

Signature

John Sheaffer  
President